

EXHIBIT 117

Sell-Side All-Hands

London — 1 February 2018

Tokyo — 8 February 2018

NYC — 7 March 2018



Unification Phases

LAUNCHED Q4 2016

LAUNCHED Q3 2017

LAUNCHING 1H 2018

Mapping



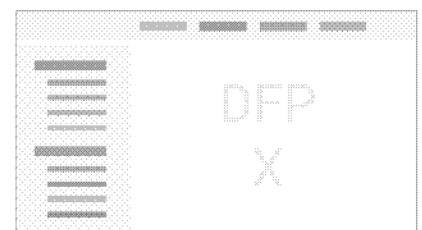
- AdX account mapped to primary DFP network
- AdX users managed in DFP

AdX in DFP



DFP + AdX tabs merged into one UI, but functionality is still separate

Redesigned workflows



Redesigned workflow and UI where appropriate

Unification: 2017 Launches

The screenshot shows a software interface with a sidebar on the left containing navigation links: Home, Sales, Orders, Orders, LTV, Time, Overview, Field groups, Troubleshoot, Inventory, Reports, Video, Billing, and Settings. The main content area is titled 'Orders' and displays a 'Proposed line item: PD_PLI_1'. Below this, there are several sections: 'Settings' with fields for Name (PD_PLI_1), Line item, Advertiser, Environment (Mobile in-app), Type (Preferred deal), Size (480x320), Start time (4/17), End time (4/17), and Estimated quantity (100,000,000); 'Goal' with a field for Rate (10.00) and a dropdown for CPM; 'Delivery' with a field for Day and time (All days and times); and 'Targeting'.

New IA

PD in DFP

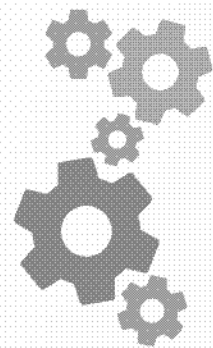
The screenshot shows a 'Notifications' section with a search bar and a list of notifications. A notification titled 'Line item underdelivering' is highlighted, showing details such as 'Apr 19 5:02 PM', 'Line item Name: 123', and 'Expires in 3 days'. Below the notification, there are buttons for 'INVESTIGATE' and 'DISMISS', and a 'Goal' field.

Notifications

Unification: 2018 Launches

AdX Tags*
(in UI)

DFP
Ad Units



Single unit of
inventory

Unified
Protections

Data, API
& more

* This change does not apply to AdX tags hardcoded on any page or AdX tags reflected in 3rd party ad servers



Rebrand

